

04/14/97

ACCOUNT NUMBER: 153480 PETER P. DENNIS INC.
CHECKER NUMBER: 15349726 1224 S. MAIN ST
DATE WRITTEN: 04/14/97 PHILLIPSBURG , NJ 8865
STATUS: PAID
AMOUNT PAID: 91.56 SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	3.27	91.56

EXPLANATION: VAP APRIL DORAL LIGHTER #700050
CC: L. WOLFE

51851 9548

Wholesale Partners "Value Added" payment request form

Promotion: Doral B2GF Lighter April 1997 #700050

Note: Payment is based on \$28.00 per 12m case of "live" product, packed into displays and delivered to retail accounts as designated by RJR.

Wholesale Partner Name: PETER P. DENNIS INC.

RJR Account Number: 153480

Displays Wrapped and Delivered: 49

Value Added Payment Due: \$91.47

Wholesale Partner Signature: X Joan R. Smith

RJR Representative: L. T. Wayne

Payment will be mailed directly to the participating Wholesale Partner

=====Operations Office Use=====

Date Processed: _____

Processed by: _____

Voucher #: _____

51851 9549



M. J. GOODMAN
Regional Operations Manager
486 Thomas Jones Way
Exton, PA . 19341
610-280-9120
Fax: 610-280-9191

March 11, 1997

RJR Account # 153480
JOHN ZARBANTY
PETER P. DENNIS INC.
1224 S MAIN ST
PHILLIPSBURG, NJ 08865

April Doral Buy Two Packs Get Lighter #700050

To: JOHN ZARBANTY

Doral product has been ordered (see quantities below), as well as the premium/shippers (item # 521573) to pack your Doral April 1997 automatic monthly display shipment to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC Code	Style or Item	# (12m) Cases
12300-15112	Doral LT King	N/A
12300-15212	Doral LT 100	1
12300-15812	Doral Menthol LT 100	N/A
12300-15312	Doral FF 100	1
12300-23850	Premium shipper case	49

These allocations will allow you to build :	49 Shippers
These shippers will service:	17 Retail Stores
Product/Premium Arrival:	Week of April 1, 1997
Ship Date to retail	Week of April 14, 1997
The PO # for this order is:	
SKU Cube:	1.1490
Retail Sales Offer per SKU	20 Offers
Billing per SKU	4 Savings Priced Cartons
EFT \$ Amount	
Non EFT Amount	\$1,066.96

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Doral B2GF Lighter

Account: PETER P. DENNIS INC. / 153480

Promotion Description: Doral Buy 2 Packs Get Free Lighter. POS packed with SKU which contains Pre-assembled display with Premium and sleeves packed inside display plus Paster Card. Diagram attached.

Ship the number of displays to each account as noted on the enclosed retail account listing.

Attached is a list of retail accounts authorized to receive the packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. this equates to \$91.47 (2 cases @ \$28.00).

Attached to this letter is a Payment Request form for this promotion. When display packing and retail delivery is complete, sign and date this form. Your RJR representative Lanny Wolfe must sign the form and submit it to out local Operations office for payment.

In addition to packing displays for your own retail accounts, the accounts serviced by the following Sub-Jobbers which you service are included in your allocation. These Sub-Jobbers have been notified to order the completed shippers from you.

P. DENNIS WAM ACCOUNTS 30

Important Note: Due to the rounding needed to build this promotion you will have N/A shippers remaining after shipping displays to your accounts. RJR reps. will submit prebooks to order out these shippers (and any others you may have due to refusals etc.) An example copy of this prebook is attached. Please honor only this prebook submitted by our representatives and honor accounts on the enclosed VAP list first.

For additional information or questions please contact your RJR Representative: Lanny Wolfe

As always, thanks for your assistance in the marketing of our products

Warm Regards,

Mark

M. J. Goodman

cc: Lanny Wolfe

51851 9551

DORAL BUY 2 PACKS - GET FREE LIGHTER CLEANUP PREBOOK

IMPORTANT NOTE: The purpose of this prebook is to "cleanup" left over promotion quantities at wholesalers participating in RJR's "Partners Value Added" program. These left over quantities are available on a "first come - first served" basis until quantities are depleted. The quantity of shippers prebooked here may or may not be available for delivery.

Date: _____

Account Name: _____ Retail Account #: _____

Address: _____

City: _____ State: _____ ZIP: _____ Phone: _____

Wholesale Distributor: _____

RJR Representative: _____ Voice Mail Box #: _____
(Dial 1-800 RJR Talk)

Please deliver (if available) the following quantity of Doral Lighter shippers (each shipper contains 4 Savings Priced cartons).

of Shippers Requested =====>

Authorized Signature: _____

51851 9552

WHOLESALE : 153480 PETER P. DENNIS, INC. <DIRECT>
 TEMPLATE : 700050 70400 DORAL APR LTR
 TEMPLATE SEQ : 0004
 SS LEVEL : 13XXXX

PAGE: 12
 DATE: 97-02-12
 TIME: 01:35 PM

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
133001	133022	023626	BAGELSMITH	240 RT. 31	CLINTON	NJ	08809	1				(908) 638-4858
133001	133022	207113	BAGELSMITH	801 3RD AVE	ALPHA	NJ	08865	1				(908) 454-7160
133208	133226	839977	BOB'S C-MART & DELI	2134 NORTHAMPTON	EASTON	PA	18042	1				(908) 454-7160
133208	133226	684407	FRANK & DOTS BEV DE	102 BUSHKILL ST	EASTON	PA	18042	1				(610) 253-6556
133204	133221	490461	GOOSEY GANDER #7	1017 E EMMAUS AVE	ALLENTOWN	PA	18103	1				(610) 791-5333
133204	133226	183679	HEIGHT MARKET	1811 10TH ST	BETHLEHEM	PA	18017	1				(215) 867-8531
133208	133226	377831	HELLERTOWN NEWS INC	1236 MAIN ST	HELLERTOWN	PA	18055	1				(610) 838-8621
133001	133022	402497	HIGGINS NEWS	68 MAIN ST	FLEMINGTON	NJ	08822	1				(908) 782-5113
133208	133022	671548	INTERSTATE MKT	480 INDUSTRIAL DR	EASTON	PA	18042	1				(908) 782-5113
133001	133022	568245	LOPATCONG CONVEN.	401 BALTIMORE ST	PHILIPSBURG	NJ	08865	1				(908) 454-9096
133001	133020	402542	NYKONS MARKET	ROUTE 46	GREAT MEADOWS	NJ	07838	1				(201) 637-4228
133001	133020	075543	R.D. J. SERVICE CENT	ROUTE 46	GREAT MEADOWS	NJ	07838	1				(908) 637-4228
133001	133022	545013	ROSSNAGLE MOBIL	RT. 22 & ROSEBERG	PHILIPSBURG	NJ	08865	3				(908) 454-1421
133208	133230	216790	RT. 663 SERVICE CNT	2030 ROUTE 663	QUAKERTOWN	PA	18951	1				(215) 538-9084
162207	162221	528410	SHOP N C STORE	4619 MOUNTAINVIEW	WALNUTPORT	PA	18088	1				(610) 767-4100
133001	133020	337931	SUNRISE DELI STORE	195 MAIN ST	WACKETTS TOWN	NJ	07840	1				(908) 852-0650
133208	133226	732806	UNI-MART #14827	505 BROADWAY	BETHLEHEM	PA	18015	1				(610) 866-3231

PAGE BREAK TOTAL ACCOUNTS

17

TOTAL QUANTITY

19

TEMPLATE TOTAL ACCOUNTS

17

TOTAL QUANTITY

19

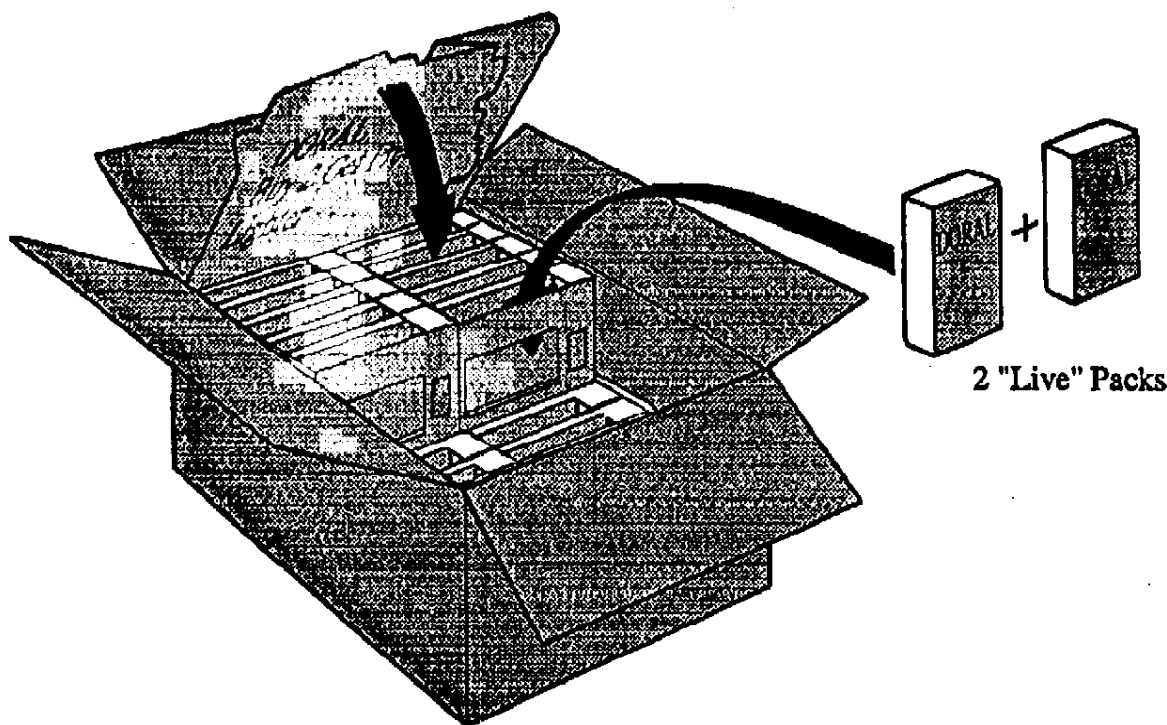
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97

April DORAL B2GF Lighter

STEPS

1. Open DORAL B2GF Lighter shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



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Item: # 521573

Description: DORAL B2GF Lighter April Display/POS Kit

Brand Style						
Number of Cartons						